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1944













FOREIGN ECONOMIC ADMINISTRATION

SWEDEN

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# American Advertising Today in

**SWEDEN**

**SPAIN**

**PORTUGAL**

**TURKEY**

**EGYPT**

SPAIN

PORTUGAL

TURKEY

EGYPT

8571

Prepared by  
SPECIAL PROMOTION DIVISION  
Overseas Branch

U.S. OFFICE OF WAR INFORMATION  
250 West 57th Street  
New York 19, New York  
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June 1944

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## FOREWORD

During the last war, many American manufacturers discontinued their export advertising "for the duration". As a result, they lost valuable foreign markets and were unable to recapture them after the fighting stopped.

Today, realizing the important role these foreign markets will play in our post-war economy, far-sighted American manufacturers are taking no chances. Despite the war in Europe, they continue to advertise in such neutral and allied countries as Sweden, Spain, Portugal, Turkey and Egypt. These manufacturers know from past experience that advertising today is cheap business insurance for tomorrow.

Advertising by American industry is also a powerful weapon of economic warfare. It is a weapon that can be used effectively only by industry itself. Government agencies are pleased to extend every consistent assistance to manufacturers interested in the inception, continuance and expansion of this advertising abroad.

The U. S. Office of War Information, Overseas Branch, encourages such advertising and maintains a service organization to assist American advertisers and their advertising agencies in the preparation, placing and expediting of their advertising campaigns in Sweden, Spain, Portugal, Turkey and Egypt.

This organization, the Special Promotion Division of OWI Overseas, renders a definite and timely service. What this service is, and how it may be coordinated with your own facilities, is explained in the pages following.



## STATEMENT OF POLICY

The Special Promotion Division of OWI Overseas is a service organization. It is not an advertising agency. It does not act as a principal, enters into no contracts, assumes no obligation other than that of rendering a facilitating service.

Companies who have in the past sold their products in these markets, who have trademarks, dealer and distributor relationships and good will to protect; companies who are planning post-war distribution in these areas and can see value in laying the groundwork now-- these are invited to participate in the OWI advertising program.

\* \* \*

CORDELL HULL, U. S. Secretary of State says:

"After the war, international economic relations must be developed through cooperative measures. There must be international arrangement for currency stability...Above all, provision must be made for reduction or removal of unreasonable trade barriers and for the abandonment of trade discrimination in all forms."





## GENERAL CONSIDERATIONS

Many of these countries in which we now have a vital interest--Sweden, Spain, Portugal, Turkey and Egypt--have been profitable markets for American business in years past. Doubtless they will be profitable markets again. But, when the war is won, the old yardsticks of commerce will have changed. Just as there likely will be a new political internationalism, so also will there be a new economic internationalism.

And, with the coming of peace, there will also be better transportation. This is important, for better transportation will bring a vastly increased potential for the sale of American merchandise--the products of our mills and factories.

For these and other reasons much of American industry is giving careful thought to the cultivation of these foreign markets now. Business leaders consider it good judgment to get in and pitch before increased competition raises resistance and costs above present levels.

Another point: German competitors of American business have never ceased their cultivation of these foreign markets. Whether the war has interfered with delivery or not, the Germans continue to advertise in increasing volume in neutral countries. They intend to maintain their dealer and distributor relationships, their consumer acceptance of German products, their recognition of German trademarks--their intangible but very valuable economic assets. This Nazi policy continues as part of the German philosophy that even if they lose the war militarily, they intend to win it economically.

The thing for you to consider, Mr. Manufacturer, is this: The day is coming--and it won't be long--when you may need these foreign markets badly. What are you doing about it now?

In encouraging American business to initiate or continue advertising activity in these neutral and allied countries today, the Office of War Information suggests that you give consideration to both the immediate business value to your company of such advertising, and also the long range broad values which will accrue to your business and to American industry in general.





## ADVERTISING

### In Neutral and Allied Countries Abroad

#### Under OWI Plan

#### ITS VALUE TO AMERICAN BUSINESS

With the outbreak of war, a great many American advertisers with sizeable investments in established trademark identity, dealer and distributor relationships and consumer good will abroad, suddenly found themselves faced with the likelihood of losing a large share of these valuable corporate assets.

Exporters were unable to advertise properly in the markets of Sweden, Spain, Portugal, Turkey and Egypt. American advertising agency data on media, circulation, rates and market conditions became obsolete almost overnight. The physical transportation of advertising campaign material by normal methods was frequently impossible and always took many months of time.

Accordingly, about a year ago, the Special Promotion Division of OWI Overseas working with its outposts and in conjunction with the State Department, brought some order out of these changed advertising conditions and presented to American advertisers and their agencies a service which permitted a continuance of their advertising and facilitated the preparation, transmission, checking and payment for their campaigns.

A list of advertisers for whom this service has been rendered both direct and through their advertising agencies includes:

- Admiral Radio
- Bethlehem Steel Corporation
- Edward G. Budd Manufacturing Co.
- Celotex Corporation
- Champion Spark Plug
- Cleveland Tractor Company
- Chesebrough Mfg. Co.
- Consolidated Vultee Aircraft Corp.
- Corn Products Refining Company
- Diamond T Motor Car Company
- Electric Auto-Lite
- Firestone
- Ford Motor Company
- General Foods
- Goodyear Tire & Rubber Co.
- The Kolynos Company



Glenn L. Martin Company  
Metro-Goldwyn-Mayer  
National Cash Register Co.  
Norge Division, Borg-Warner  
Radio Corporation of America  
Remington Rand, Inc.  
Stewart-Warner, Alemite  
U. S. Steel Export Company

That this service has been of value to American advertisers and their agencies is indicated by the following extracts from correspondence in our files:

RCA says: "Our RCA distributors in all territories in which this advertising appears...congratulate us on the idea and its execution...credit goes to the OWI. We believe American industry...has raised its sights on the value of advertising through this and other campaigns conducted under war conditions. Our view is...that it is doing a part in the interpretation of America at war to...such countries as Sweden, Spain, Portugal, Turkey and Egypt. Our advertising is keeping our trademark before many people now cut off from our products...and counters the idea of Axis superiority..."

U S. STEEL EXPORT COMPANY says: "This newspaper advertising keeps the progressive activities of American industry constantly before the buying public of foreign countries, preparatory to the day when international trade will resume the proportions of peace-time normalcy. The OWI has assisted valuably...in scheduling our newspaper insertions in various countries overseas."

REMINGTON RAND says: "...we are continuing with a vigorous advertising program in these countries to protect our valuable trade names and our company's name, and to keep these before our users and prospects...thus sow the seed for post-war activity."

THE ASSOCIATION OF EXPORT ADVERTISING AGENCIES says: "We have followed the OWI plan from the beginning and believe it will achieve results far beyond those originally conceived. Post-war developments in the areas covered will be materially aided and capture of these markets by American industries much more certain because of your plan. Relationships with foreign buyers will be cemented and distribution channels kept open...All our members are supporting your plan 100%."

The foregoing are merely indicative -- there are plenty of others.





## ADVERTISING

### ITS VALUE AS SEEN BY OWI OUTPOSTS

Proof of the value to OWI outposts of American advertising appearing in the press of Sweden, Spain, Portugal, Turkey and Egypt is indicated by looking at a few quotations from current OWI outpost correspondence:

#### From Madrid, SPAIN:

"Business circles continue to appreciate this evidence of interest in future commercial relations between U. S. and Spain...Embassy and Consulate express pleasure at seeing renewed American economic interests in anticipation of post-war activity..."

\* \* \*

#### From Istanbul, TURKEY:

"American advertising campaigns now running in Turkish press with excellent results--but we have not approached a maximum of American advertising needed. Press and public react favorably--but we must increase volume to equal German efforts...

"From a purely informative standpoint, it is my opinion that American ads far surpass those of the enemy. The references to the war, the United Nations, and the definite impression that America is interested financially in post-war Europe, form a theme which unquestionably helps to keep our views before the public...I feel very strongly that the advertising program should be expanded and that any other course would weaken our position in a field in which the enemy is increasingly active...Germany is augmenting her advertising here, according to actual proof which we have."

\* \* \*





From Cairo, EGYPT:

"Newspapers here highly enthusiastic about campaigns. Groundwork for profitable post-war economic relations is being established. More campaigns are needed. Interest in American products is rising steadily...Trade channels stimulated... Egypt's wealth is increasing and creating vast market for goods of all types...

"American advertising in far greater quantity than ever before is now appearing in Egyptian newspapers...This advertising is being widely read and observed with the result that interest in American products among the general public is booming... A general background for American post-war trade activity is being created and this ties up splendidly with OWI aims in this area, as approved by the Legation. In fact, the Legation highly endorses the plan as well..."



MAINTAINING  
DEALER AND DISTRIBUTOR  
RELATIONSHIPS

Most experienced American exporters know that the securing and maintaining of strong distributors in any foreign country has always been a problem of major importance in doing business abroad.

To companies who have in the past established such distributing relationships, their maintenance during a war is a matter of vital importance. The judicious use of advertising can go a long way toward maintaining these relationships and protecting the investments they represent.

Advertisers who, in the post-war period, plan to market their products in these neutral and allied countries will first need to establish the proper dealer and distributor organizations. These companies should not lose sight of the fact that when the war is over the competition for adequate distribution facilities will be materially increased. Distributing organizations in foreign countries will be selective when it comes to lines they will handle. Here again, they will be influenced largely by advertising which familiarizes them with names, trademarks and merchandise.

Therefore, if you have done business in the past in Sweden, Spain, Portugal, Turkey and Egypt, or if you plan to do business in the post-war era in these markets, it is highly advisable that you consider advertising in these markets now.





PRESENT ECONOMIC CONDITIONS  
in  
SWEDEN, SPAIN,  
PORTUGAL, TURKEY, EGYPT

What is the present economic picture in these neutral and allied countries?

What is the post-war outlook?

From a business standpoint, is advertising now, justifiable in these countries?

\* \* \*

Perhaps the following pages, prepared and brought up to date (May 1944) by the various departments of the Bureau of Foreign and Domestic Commerce, will be of assistance to advertisers and their agencies in answering some of the foregoing questions.





# BRIEF ECONOMIC SURVEY OF SWEDEN

As of May 1944

Prepared for

Special Promotion Division, Office of War Information, Overseas

SWEDEN offers one of the most attractive markets in all Europe for American merchandise. Immediately before the war, Swedes enjoyed unprecedented prosperity and booming business conditions. They will require great quantities of overseas supplies as soon as shipping lanes are open for unrestricted private commerce, and they are in a position to pay cash for their purchases.

The standard of living in Sweden is probably the highest on the Continent and is nearly as high as that of the United States. Real wages and per capita purchasing power have the same favorable position.

Sweden is completely modern. It is a quality market; people insist on buying the best, with no undue regard to price.

The hydro-electric resources of the country have been widely developed and the program is being actively pursued. Already some provinces are completely electrified. Electrification of railways has made great progress and the bulk of freight tonnage is handled on electrified lines.

Imports from the United States were increasing rapidly before the war. As a supplier, the United States had reached second place. There are excellent possibilities for a further rise in these imports. In this connection, it is to be noted that a Swedish Commercial Mission has already been in this country to explore the possibilities of postwar trade between the United States and Sweden.

At the earliest possible moment Sweden must import fruit and other foodstuffs, textile raw materials and fabrics, ready-made women's wear, automobiles and accessories, machinery, rubber products, cosmetics, pharmaceuticals, metals, coal, coke, gasoline, oils, etc.

Swedish newspapers and periodicals are extremely high in quality and in journalistic technique. Advertising placed in the Swedish press should be on the same high level as that intended for the American press.

American advertising now appearing in the Swedish press is more highly regarded than that from other foreign sources. "Annonsören," a Swedish publicity trade organ, evidences the great influence which American high standards and methods have over Swedish advertising. It also indicates that the Germans are expending considerable effort to defend their more tendentious system of publicity in Sweden.

Prepared by  
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Bureau of Foreign and Domestic Commerce  
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May 1944



## BRIEF ECONOMIC SURVEY OF SPAIN

As of May 1944

Prepared for

Special Promotion Division, Office of War Information, Overseas

In Spain there is a strong pent-up demand for foreign merchandise of practically all kinds, but at the same time an uncertainty as to whether this demand can be adequately expressed in purchases from abroad.

Spain is normally an important market for several American export products, particularly raw cotton, petroleum products, phosphate rock, leaf tobacco, machinery, automobiles, and industrial chemicals. A ready market for many consumer products could probably be developed, except for the government's restrictions on imports.

In addition to the above mentioned products, there were substantial imports of meats, codfish, corn, fruits, vegetables, oilseeds, fertilizers, woodpulp, paper, wood, coal, iron and steel, zinc, electrical machinery and rubber.

Exports consisted largely of canned sardines, fruits and nuts, vegetables, wines, olive oil, potash salts, cork, hides and skins, cotton manufactures, iron ore, pyrites, copper, lead, mercury, resin, and wine loes.

In the last normal year, 1935, Spain imported merchandise valued at \$286,900,000, of which the United States supplied about 16 percent, leading all other countries in this respect. Other important suppliers were the United Kingdom, Germany, France, and Argentina. In the export trade, which had a total value of \$190,600,000, this country's share was much less important, amounting to only \$18,280,000, or 9.5 percent. The United Kingdom was the leading purchaser of Spanish exports, followed by Germany, France, the United States and Argentina.

Spain normally imports more by value than it exports, a fact which has had considerable influence on the government's policy in foreign trade matters. In this connection, the United States is regarded as the chief offender, because our sales to Spain have usually had a value three times as great as our purchases from Spain.

All imports into and exports to Spain are subject to a strict control by the government, which had its beginning in the years preceding the civil war. The present government has tended to favor a bilateral balancing of trade with individual foreign countries.

Spain has an area of about 192,000 square miles, much of which is arid or mountainous. The estimated population is (1940) 26,222,000. Although each of the two principal cities, Barcelona







and Madrid, has over a million inhabitants, the great bulk of the population lives in small towns or rural areas.

Although Spain is predominantly agricultural and pastoral, mining is becoming increasingly important, especially in recent years. Iron ore, pyrites, zinc, lead, and mercury may be depended upon to continue to be important in the postwar period. Other minerals, such as wolframite, tin ore, strontium ore, etc., though currently very important, will hardly continue to be so after the war.

Considerable progress in industrialization is taking place or is planned. This program is retarded by Spain's present inability to obtain heavy industrial equipment abroad. Spain has sufficient mineral and hydroelectric resources to justify a considerable degree of autarchy. To what extent present plans can be carried out will depend on political factors, both domestic and foreign. At present the government's policy is to encourage domestic manufacturing and discourage, or totally prohibit, imports of manufactured goods to as great an extent as possible. Increased purchases of typically Spanish products by the United States after the war would undoubtedly serve to ease import restrictions which have been applied during recent years, apparently without particular reference to the needs or desires of the Spanish populace.

Spanish newspapers are generally not of very high quality by American standards. Most of them have only a limited local circulation, the number of newspapers of nationwide circulation being very small. Trade journals also are few in number. One of the new trade publications, published by the Chemical Syndicate, is attractively prepared. Advertisements in this and other publications available are more inclined to feature the name and address of the firm rather than the particular products advertised. There is much room for improvement in advertising methods, but the scarcity of practically all consumer goods in recent years has not encouraged the adoption of modern techniques.

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## BRIEF ECONOMIC SURVEY OF PORTUGAL

As of May 1944

Prepared for

Special Promotion Division, Office of War Information, Overseas

Portugal's economic structure has been severely strained by the effects of the war. Export markets have been cut off or sharply reduced. Imports of foodstuffs, machinery, and raw materials are greatly restricted. Dependent largely on its own merchant marine, shipping facilities are limited. On the other hand, mining has been greatly stimulated, especially by the high war-time prices of tungsten and tin ores. Foreign exchange resources of the country are believed to have increased considerably as a result of high export prices.

If Portugal does not become actively engaged in the war, the postwar era may find Portugal in a relatively favorable position, as there will probably be a great demand for her agricultural products, including those of colonial origin. The increased development of the natural resources of Portugal and her African colonies should provide markets for machinery and equipment, much of which will have to be obtained abroad.

Portugal is a fairly important market for a few American export products, such as raw cotton, petroleum products, wheat, tobacco, automobile, tire and tubes, radio sets, and machinery.

The total value of Portuguese imports from 1935 to 1939 ranged from \$83,200,000 to \$105,300,000.

Annual export values probably averaged about \$75,000,000 in the years preceding the war, actual values being about 50 percent higher than those given in the Portuguese export statistics, which were based on a conventional valuation system which did not coincide with actual prices. Of these exports the United States took from 5 to 8 percent. The United Kingdom was the leading export market, as well as the principal source of imports, taking 21 to 27 percent. Germany and France were next in importance. The colonies took 10 to 13 percent of all exports.

Portugal's imports consist largely of codfish, sugar (of colonial origin), tobacco, wheat, corn, cotton, wool, paper, coal and coke, petroleum products, iron and steel, various metal manufactures (including all tin plate for the canning industry), machinery, oil seeds (mostly of colonial origin), fertilizers, and chemical products.

Exports consist largely of three principal items -- cork, wines, and sardines. Other export products include fruits, vegetables, cotton textiles, (largely to the colonies), mining timbers, resin





and turpentine, pyrites and tin, and tungsten ores.

Prior to the war there were relatively few restrictions of the usual type on imports. Exchange control had been abolished several years previously. There was, however, an increasing tendency on the part of the government to centralize foreign trade operations in the guilds or corporations, thus tending to prevent direct transactions between Portuguese and foreign firms, and to limit trade in a given line exclusively to members of the guild.

Portugal has an area of 35,582 square miles, including the adjacent islands of Madeira and the Azores, and a population (1937 estimate) of 7,380,000.

The Portuguese colonies in Africa and Asia have an area of about 803,000 square miles and a population of about 10,000,000 mostly natives.

Lisbon, with a population of around 600,000, is the capital and principal seaport, and contains a large portion of the country's purchasing power. Excepting Oporto (population about 250,000), there are no cities of any great importance from a foreign trade standpoint.

Agriculture is the principal occupation. There is an important textile industry, producing largely for the colonial markets, and a fish-canning industry, specializing in sardines in oil. Other industrial activity is limited to comparatively small establishments producing canned foodstuffs, footwear, soaps, sulphuric acid and superphosphate, glass, cement, and some small iron wares.

Lisbon is an important port of transshipment for the African colonial trade.

American exporters should confine their sales efforts to well-established firms, acting as general distributors for the entire country, or for the Lisbon and Oporto areas separately. It is generally better to have representations in Portugal entirely independent from agencies located in Spain. Portuguese should always be used in preference to Spanish, even though the latter language may be widely understood.

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## BRIEF ECONOMIC SURVEY OF TURKEY

As of May 1944

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Turkey normally constitutes a fair market for a limited number of American products. Annual imports into Turkey for the period 1935-39 have ranged between \$71,000,000 and \$120,000,000, of which the United States has supplied between 7 and 15 percent. Although the population and area of Turkey are greater than any of the Balkan States, its imports are less than either Yugoslavia (with range of \$84,000,000 to \$121,000,000 annually) or Greece (\$100,000,000 to \$138,000,000), but are larger than those of Bulgaria (\$39,000,000 to \$63,000,000).

Since the war the foreign trade of Turkey has been sharply restricted, and a large potential demand for a variety of imports has accumulated. At present all imports are rigidly controlled, but this accumulated demand should make itself felt as soon as the war ends and shipping facilities become available. Normally Turkey depends on the proceeds from its exports to pay for imports, since the country does not have any other significant sources of national income. It is uncertain whether Turkey's foreign exchange reserve fund has benefited sufficiently from its neutral position to finance large scale imports. If not, the country will have to fall back on its exports, unless other temporary financial arrangements are made.

The general standard of living in Turkey is low. Only in certain sections of the principal cities--Istanbul, Izmir, and Ankara--is the level comparable with that prevailing in European centers. Relatively few products considered as necessities in western countries are so regarded in Turkey. For example, some commodities usually accepted as essential, such as household appliances, the demand including refrigerators, are out of the purchasing range of the bulk of the population, with the exception of a small group in the larger cities. In the rural areas, and to a large extent in the urban sections, primitive conditions still prevail, and the requirements of most of this group are limited to meager necessities. The per capita imports of Turkey are smaller than any of the Balkan States; whereas Turkey's range is from \$6 to \$7 annually, that of Bulgaria is from \$9 to \$10; Yugoslavia \$7 to \$10, and Greece \$14 to \$20; the latter includes a good percentage of foodstuffs, in which the other countries are practically self-sufficient.

There is a fair demand for a group of quality products, which includes purchases from the United States. For example, American products dominate the Turkish market for automobiles, tires and tubes, motion picture films, certain types of machinery, and refrigerators, and they also play a prominent role in the demand for various iron and steel products, petroleum products, insecticides, and coal tar oils.







Although Turkey has made considerable progress during the past decade along industrial, mining and social lines, the country remains predominantly agricultural and pastoral. Approximately 80 percent of the population is still dependent on agricultural pursuits for their livelihood. The country has carried out an extensive industrialization program under Government sponsorship, but manufactured products still account for about 80 percent of total imports. This program consisted of two 5-year plans; the first one, initiated in 1934, consisted chiefly of textile mills, paper mills, glass factories, flour mills, sugar refineries, cement plants, olive oil presses and refineries, soap factories, canning plants, and leather tanneries, and was generally completed. The second 5-year plan, which provided for a steel plant, chemical, food preservation and processing industries, power plants, mineral exploitation, and a merchant marine, was interrupted by the war. The Government will doubtless resume this program after the war and large Government orders for various machinery and equipment will be placed abroad. Before the war much of the equipment for this industrialization program was obtained on a credit or barter basis, and here again, the financial factor will be a leading consideration.

In addition to the production goods needed for its industrialization program, Turkey will have to replenish the supply of its normal import requirements, which has been sharply depleted since the war; these include principally, in approximate order of value, iron and steel products, cotton fabrics, various machinery, automobiles, chemicals and medicines, petroleum products, cotton and woolen yarn and thread, hides and skins, coffee, tea and sugar, rubber manufactures, glass and glassware, paints, varnishes, dyes, etc. Prior to the war the railroads and coastwise shipping, as well as animal drawn traffic, played a leading part in the country's transport, but with the development of the road system under the stimulus of military strategy, motor traffic should play an increasingly important role in commercial distribution after the war.

Germany has always dominated Turkish trade, but with its facilities probably not available after the war, the United States should become a more important factor in this trade. Imports into Turkey from the United States were fairly steady prior to the war, despite the operation of barter and clearing agreements, under which Germany made spectacular gains. Under these agreements the necessity of transferring foreign exchange was eliminated. Despite the chronic shortage of foreign exchange in Turkey, that country's purchases from the United States held up remarkably well. The United States is, normally, Turkey's second best market for exports, after Germany. Imports into the United States from Turkey consist chiefly of leaf tobacco, copper ingots, coal, valonia and valonia extract, chrome ore, opium, licorice root, hides and skins, nuts, figs, wheat, olive oil, canary seed, wool, etc.

The newspapers in Turkey are the principal media of advertising. Other forms of publicity, play a minor role. The largest daily circulation just before the war--from 15,000 to 30,000-- was shared



by papers in the Turkish language; these are read by all strata of society from Government officials to lower classes; French papers rank after Turkish, with a daily circulation range of 650 to 4,000, and are read by foreigners, merchants, lawyers, and the middle class. There are also some semi-weekly and weekly publications, in Turkish, which carry a certain volume of advertising; these had a circulation range of 1,000 to 30,000 before the war.

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## BRIEF ECONOMIC SURVEY OF EGYPT

As of May 1944

Prepared for

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Economic Characteristics: Egypt is predominantly an agricultural country, the chief money crop being cotton. The economy of the country is basically geared to this crop. Egypt normally is the foremost country in world production of long-staple cotton and supplies nearly 50 percent of the total production of ordinary long-staple cotton and approximately 80 percent of the total production of extra long-staple cotton.

Most manufactured articles must be imported. Manufacturing on a large scale in Egypt is confined to the following industries: textiles (both hand and power looms); tobacco and cigarettes; cement; and petroleum refining. There are many small miscellaneous industries. There are several ambitious plans for the utilization of the water power of the Nile for manufacturing, but as yet little has been done along this line.

Principal Products: Cotton, cottonseed, cottonseed oil, wheat, sugar cane, textile, onions, beans, millet, maize, barley, wool, hides and skins, phosphate rock, petroleum, manganese ore and flax.

Climate: The climate of the Nile Valley and Delta is moderate in winter, but hot in summer, although on the Mediterranean coast it is tempered by sea breezes. The period of rainfall is from November to March, but the rains are mostly confined to the Delta, the maximum precipitation being about eight inches annually near Alexandria, decreasing to 1.25 inches at Cairo and diminishing to practically nothing in the Upper Nile Valley.

Characteristics of Population: The census of 1937 gave the population of Egypt as 15,905,000 of whom about 400,000 are of European origin. The population of Cairo in 1937 was 1,307,422, of whom 90,000 were Europeans; that of Alexandria was 682,101; and that of Port Said was 126,907, of whom 25,000 were Europeans. It is estimated that at least 80 percent of the population are illiterate, a fact which greatly restricts the efficacy of written material as an advertising medium. Arabic is the language most widely used, although most of the better educated Egyptians read, in addition, either French or English or both. Greek and Italian are also used.

Over 91 percent of the population embrace the Moslem religion. Advertising material should, therefore, be carefully prepared, with Moslem customs in mind, so as not to offend.

The standard of living is very low in comparison with American standards, the peasantry, which comprise the bulk of the population, earning



the equivalent of only a few U. S. cents a day. They can buy only the barest necessities, and price, rather than quality or style, is the determining factor in their purchases. Income in these classes however, is rising due to wartime improvement in business conditions. Europeans and wealthy Egyptians, on the other hand, buy the finest quality goods of the latest American or European style.

Foreign Trade: Egypt is important to the United States as a market rather than as a source of supply. The principal United States products normally imported into Egypt are automobiles and tires, synthetic sodium nitrate, machinery, radio receiving sets, apples, pears and petroleum products. Egyptian imports from the United States increased greatly from 1933, when they amounted to £E 857,000, to 1939, when they amounted to £E 2,683,000.

With regard to the value of Egyptian imports, by countries, the United States was seventh in order of importance in 1934 and 1935, fourth in 1936, fifth in 1937, fourth in 1938 and second in 1939 and first in 1942. The principal competitors of the United States are normally the United Kingdom, which generally supplies more than one third of Egypt's imports, France, Germany, Italy and Japan.

Egypt as a Postwar Market: The European war, which cut off several of Egypt's former sources of supply, provided an opportunity for United States exporters to send increased amounts of United States goods to Egypt. Many United States products have thereby been introduced into Egypt and a demand for them created which may well be profitable to United States exporters in the years following the war. There has been a shortage of consumers' goods in Egypt, which has resulted from the limited shipping space available for imports. The demand for replacements and for goods which have not been available at all during the war is likely to be great when the war is ended.

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British Empire Unit  
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ADDITIONAL NOTES ON EGYPT, locally obtained

Egypt provides the perfect text-book example of a country that is learning how to do business with America. An early proof of this fact is that current editions of Egyptian periodicals carry far more American advertising than they ever did before the war. In this instance it is advertising that is leading the way for business to establish an improved relationship between Egypt and America.

There are about 15 important daily newspapers published in Cairo and Alexandria--seven Arabic, six French, two English. Several other smaller newspapers are published in Greek and various continental languages. In the magazine field, there are 13 weeklies and 2 monthlies, but most of the big magazines are Arabic periodicals. The entire magazine field in Egypt is moving ahead rapidly led by the sensational Al Mukhtar (Reader's Digest in Arabic). This publication already has twice as many readers as any other Arabic publication in history.

Three or four fairly competent advertising agencies, with adequate translation, creative, production, marketing, and art services, serve the local retailers and manufacturers. In addition, they are now acting as associate agencies of U. S. advertising agencies in servicing and placing the now flood of American advertising campaigns.

Before the war American advertising in Egypt was generally sparse. Such advertising as there was usually came under the heading of medicinal and light consumer goods. There was also a good amount of cooperative advertising with part of the cost being borne by the local distributor or branch. This advertising usually was prepared and placed in Egypt with only light control from the Home Office end.

Another feature of prewar Egyptian advertising procedure was the "bargaining" characteristic of its rate structure. Prices were subject to the fluctuations of supply and demand, to say nothing of the persuasiveness of seller and buyer. Result: no fixed rates, discounts, agency commission, etc. Figures on circulations, incidentally, were just as flighty.

A number of factors have served to bring a considerable change in this picture:

1. Firm belief on the part of Egyptian business interests that peace will bring greater activity in Egypt by American business. This has been translated by local publishers into a desire to operate their businesses along "American" lines in order to attract American advertising.

# THE HISTORY OF THE CITY OF BOSTON

The city of Boston, situated on a neck of land between the harbor and the bay, has a history of more than three centuries. It was first settled by Englishmen in 1630, and has since that time been a center of commerce and industry. The city has grown from a small fishing village to a metropolis of over a million inhabitants. It has been the seat of many important events in the history of the United States, and has played a prominent part in the development of the nation. The city is known for its many historic landmarks, including the Old State House, the Faneuil Hall, and the Boston Common. It is also famous for its many parks and gardens, and for its many museums and libraries. The city is a beautiful and historic place, and is well worth a visit.

THE HISTORY OF THE  
CITY OF BOSTON  
BY  
JAMES O. BOWEN  
PUBLISHED BY  
THE BOSTON PUBLIC LIBRARY  
ASTOR LENOX TILDEN FOUNDATION  
1895

2. The presence in Egypt of great numbers of American and English troops and civilians. From them publishers have learned much about American methods. They admire these methods and want to duplicate them.
3. A natural developing maturity on Egypt's part that the war's influence gave additional impetus.
4. The influence of OWI Egypt division in pointing out to publishers the many advantages to be gained by stabilizing rates, setting up standard advertising procedures, establishing circulation checking methods, etc.

The real change in Egyptian-American business relationships is only now beginning. Wartime shortages of merchandise in America, combined with the tight shipping situation, are obviously huge deterrents. It can hardly be expected that any great progress in actual business volume will be made until the war is over. Fortunately, alert American businessmen are not waiting for that moment; they are setting the stage now with the one activity that need not seriously be impeded by war, namely, advertising.

These campaigns explain how individual companies are helping to win the war. They talk of strides in product improvement, of the world of new ideas that war production has unfolded. Throughout runs the confident theme of victory plus the promise of a fuller life in the days to come. The effect of these messages--which are quite unlike anything the Egyptian public has seen--has been electric. It is common to hear the statement, "Now we know that America means to be active here after the war -- all this American advertising can mean only that!" Members of the Foreign Service of the United States hear this comment with great frequency.

All banks operating in Egypt reported higher profits during 1942 than for many years past.

Of special interest to American automotive companies should be the fact that now road construction has been greatly speeded up and the war has done much to extend Egypt's road system. There is strong indication that automobiles and automotive accessories will enjoy a large sale in Egypt after the war. There is also a considerable market here for American drugs since Egypt has been cut off from normal sources of supply. English drug companies have started advertising in Egypt in large numbers.



1. The first part of the paper is devoted to a general discussion of the problem of the existence of solutions of the system of equations

$$\frac{dx}{dt} = f(x, y, z), \quad \frac{dy}{dt} = g(x, y, z), \quad \frac{dz}{dt} = h(x, y, z),$$

where  $f, g, h$  are continuous functions of  $x, y, z$  in a certain domain  $D$  of the three-dimensional space.

It is well known that if the functions  $f, g, h$  are continuous in  $D$  and if the initial conditions are given at a point in  $D$ , then there exists a unique solution of the system of equations in a certain neighborhood of the initial point. This is the theorem of existence and uniqueness of solutions.

The second part of the paper is devoted to a study of the properties of the solutions of the system of equations. It is shown that if the functions  $f, g, h$  are continuous in  $D$  and if the initial conditions are given at a point in  $D$ , then the solutions of the system of equations are continuous functions of the initial conditions.

It is also shown that if the functions  $f, g, h$  are continuous in  $D$  and if the initial conditions are given at a point in  $D$ , then the solutions of the system of equations are unique.

The third part of the paper is devoted to a study of the properties of the solutions of the system of equations. It is shown that if the functions  $f, g, h$  are continuous in  $D$  and if the initial conditions are given at a point in  $D$ , then the solutions of the system of equations are continuous functions of the initial conditions.



CURRENT  
AMERICAN ADVERTISING  
CAMPAIGNS


The following pages indicate the type of advertising campaign now being run by some American advertisers in Sweden, Spain, Portugal, Turkey and Egypt.

The effort is largely to maintain good will and keep alive recognition of trademarks--with some indication of post-war interest in these countries and promise of future supplies available.

As the pattern of war changes, and as shipping and exporting facilities open up, copy used will doubtless be widened in its sales appeal.


We shall of course be pleased to confer with you on your specific copy problems.





A SYMBOL OF CLEANLINESS


**KOLYNOS**  
DENTAL CREAM




Take good care of your




**NORGE**



**Diamond T**  
MOTOR TRUCKS




**Martin**



**CLETRAC**  
Sows the good seeds of usefulness

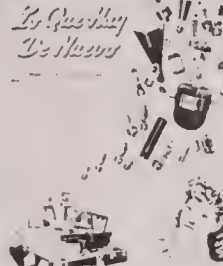
THE CLEVELAND TRACTOR CO.  
Cleveland, Ohio, U.S.A.




40 years  
all over the world

**United States Steel**  
Export Company

By Quality  
By Name

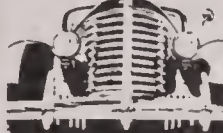


**RADIO CORPORATION OF AMERICA**



A Million Twins

**United States Steel**




**DIAMOND T**  
MOTOR TRUCKS



84 hauts-fourneaux  
travaillent pour nous

**United States Steel**  
Export Company



Designers and builders of modern  
Stainless Steel Light-weight  
Railway Passenger Trains —  
the trains of the future

**BUDD**

*The Association of  
Export Advertising Agencies  
says this:*

---

"We have followed the OWI plan from the beginning and believe it will achieve results far beyond those originally conceived. Post-war developments in the areas covered will be materially aided and capture of these markets by American industries much more certain because of your plan.


"Relationships with foreign buyers will be cemented and distribution channels kept open...

"All our members are supporting your plan 100%."

This motorized war

**ALEMITE**  
Pioneer System of  
Pressure Lubrication

**ALEMITE**  
Industrial Lubrication



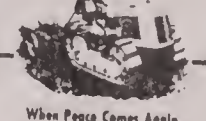
**United States Steel**  
Export Company

V. Ex. também ajudará a fazer

UM MUNDO NOVO

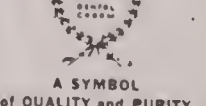
**VALENTE**

**MAIZENA**  
DURIZ




When Peace Comes Again  
**America's CLETRAC**  
WILL STILL SERVE

**THE CLEVELAND TRACTOR CO.**  
Cleveland, Ohio, U.S.A.




A SYMBOL  
of QUALITY and PURITY

**KOLYNOS**  
DENTAL CREAM




**FOOD AND FREEDOM**

**NORGE**




**Martin**



**WANTED!**  
More Peacetime Jobs for  
**CLETRAC**

**THE CLEVELAND TRACTOR CO.**  
Cleveland, Ohio, U.S.A.

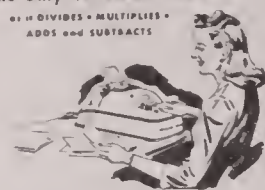


Around the Clock

**THE CLEVELAND TRACTOR CO.**  
Cleveland, Ohio, U.S.A.





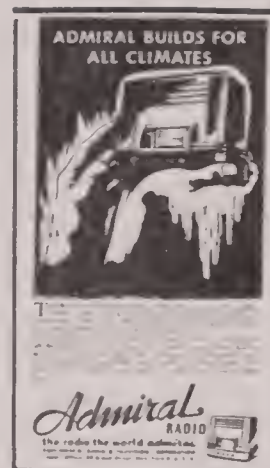
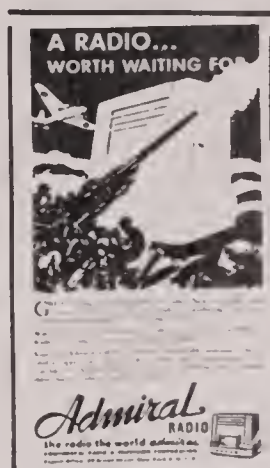
[illegible]

Remington Rand, Inc.



# RADIO

## RCA and Admiral



## RCA says:

"Our RCA distributors in all territories in which this advertising appears...congratulate us on the idea and its execution...credit goes to the OWI.

"We believe American industry...has raised its sights on the value of advertising through this and other campaigns conducted under war conditions. Our view is...that it is doing a part in the interpretation of America at war to...such countries as Sweden, Spain, Portugal, Egypt and Turkey. Our advertising is keeping our trademark before many people now cut off from our products...and counters the idea of Axis superiority..."





# U.S. Steel Export

The image displays eight newspaper advertisement inserts for the United States Steel Export Company, arranged in two rows of four. Each insert is a small, rectangular clipping with a unique illustration at the top and text in a specific language. The top row includes:
 

- English:** "40 years all over the world" with an illustration of a globe.
- English:** "Small as a Pin... Big as a Skyscraper" with an illustration of a skyscraper.
- English:** "Know-how experts" with an illustration of a person working at a desk.
- English:** "This thimble holds a thousand gears" with an illustration of a thimble.

 The bottom row includes:
 

- French:** "Underground rivers of oil" with an illustration of an oil derrick.
- French:** "84 blast furnaces work for us" with an illustration of industrial blast furnaces.
- French:** "Aussi Petit qu'une Epingle... Aussi Grand qu'un Gratte-ciel" with an illustration of a person holding a pin.
- French:** "De véritables experts" with an illustration of a person working at a desk.

 Each insert features the United States Steel Export Company logo at the bottom.


"This newspaper advertising keeps the progressive activities of American industry constantly before the buying public of foreign countries, preparatory to the day when international trade will resume the proportions of peacetime normalcy.

"The OWI has assisted valuably....in scheduling our newspaper insertions in various countries overseas."

United States Steel Export Co.



# Transportation

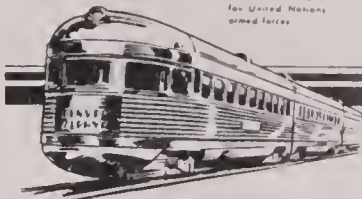


For railways of the future —  
lightweight, stainless steel  
passenger trains, designed  
and built by Budd


Manufacturers also of high-  
way trucks, airplanes, auto-  
mobile and marine structures

EDWARD G. BUDD MANUFACTURING COMPANY  
PHILADELPHIA U. S. A.


Now wholly engaged  
in the vast U. S. pro-  
duction of motor of  
the United Nations  
armed forces




NOW,  
more than  
ever



you  
need the  
fuel-saving  
efficiency of  
**CHAMPION  
SPARK  
PLUGS**






**ALEMITE**

Standard Oil  
Grease Gun  
Patented 1914  
U. S. Pat. 1,250,000

**ALEMITE**  
Patented Lubrication  
Grease Gun  
1914 U. S. Pat. 1,250,000




**Steadily Advancing  
in Usefulness  
CLETRAC**

In its pursuit of peace Cletrac is acquiring  
new knowledge and new ideas, new uses of its  
many new methods of production. These new  
skills, born of war, are necessary to the Cletrac  
advantage that will give the world at peace  
the best tractor built that has ever existed  
man and machine.

We manufacture the most important tractor of all  
made in America in Cleveland, Ohio, U. S. A.

**THE CLEVELAND TRACTOR CO.**  
Cleveland, Ohio, U. S. A.




**Martin**

Consolidated Vultee  
Aircraft Corporation  
United States of America

سلام

هنگامی که شما به دنبال یک موتور برای هواپیما هستید، باید به دنبال یک موتور هستید که بتواند به شما کمک کند تا به اهداف خود برسید. این موتور می تواند به شما کمک کند تا به اهداف خود برسید. این موتور می تواند به شما کمک کند تا به اهداف خود برسید.


**CONSOLIDATED VULTEE  
AIRCRAFT CORPORATION**  
UNITED STATES OF AMERICA



**Without Limit**

Our new motor, the power of our new  
motor, is a new motor, a new motor, a new motor.  
Through our new motor, we can make a new motor.  
Our new motor, the power of our new motor, is a new motor.  
Our new motor, the power of our new motor, is a new motor.

**CONSOLIDATED VULTEE  
AIRCRAFT CORPORATION**  
UNITED STATES OF AMERICA



**DIAMOND T  
MOTOR TRUCKS**

Our new motor, the power of our new motor, is a new motor.  
Our new motor, the power of our new motor, is a new motor.

**DIAMOND T MOTOR CAR CO.**  
CHICAGO, ILLINOIS, U. S. A.

The advertising agency of  
Diamond T Motor Car Co. says:

"The advertising now running...serves  
the following purposes:

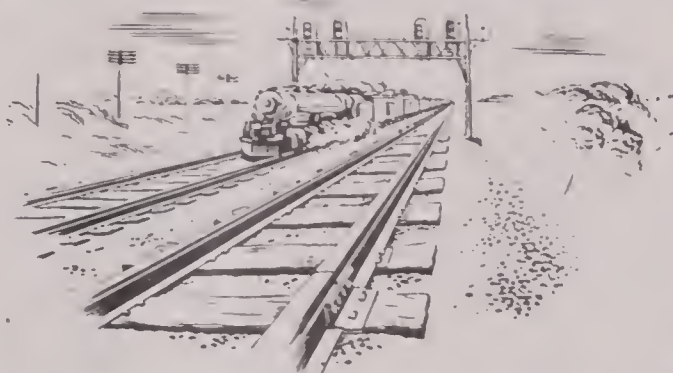
1. It protects the long-time investment in their trademarks.
2. It helps them retain proper relationship with distributors and dealers.
3. It helps them maintain consumer goodwill in spite of the war.
4. They consider it a worthwhile effort on behalf of future resumption of their trade with these countries--they won't have to start from scratch again as are many people who do not take advantage of the Government's assistance in advertising in these neutral countries."







## WHY Steel Beachheads?



## Steel means dependability!

Armies rely on steel to establish beachheads. They know they can depend on steel. Stronger, better steels are today being born of wartime research in the 174 laboratories of UNITED STATES STEEL.

These new U·S·S steels will bring, when the conflict is over, greater safety and protection for the development and progress of a peacetime world.

For dependability and strength, use U·S·S steels—steel products for every purpose.



**UNITED STATES STEEL EXPORT CO.**

30 CHURCH STREET, NEW YORK 8, U. S. A.

United States Steel Corporation Subsidiary

WE SERVE THE WORLD

**Ad No. 25**

*This advertisement is to appear in OVERSEAS NEWSPAPERS*



# A RADIO... WORTH WAITING FOR



**G**REAT things are happening in radio. New materials, new engineering born of war's demands are producing radios that perform with amazing clarity and range of tone.

With Victory, these developments will appear in your new Admiral Radio—to bring you new entertainment delights.

Your new Admiral will be a satisfying, dependable instrument, beautiful in appearance and capable of truly superb performance,—“as you like it”. Admiral *knows your needs*, and knows how to fulfill them. Such a radio is worth waiting for.

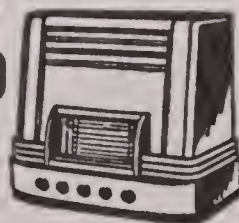
# Admiral

**RADIO**

**the radio the world admires**

**CONTINENTAL RADIO & TELEVISION CORPORATION**

**Export Office: 89 Broad Street, New York 4, U. S. A.**











HAR NI UPPTÄCKT

*den 3-dubbla verkan av*

**KOLYNOS?**

Bländvita tänder charm...  
en frisk, vacker mun...  
Använd KOLYNOS regel-  
bundet! Ty Kolynos har  
en 3-dubbel-verkan — den  
renar... den förskönar...  
den friskar upp och efter-  
lämnar en behaglig smak.



ANVÄND DEN MED FÖRTROENDE

THE KOLYNOS COMPANY

22 East 40th Street, New York N.Y., U.S.A.

Sweden Ad No. 44-9E



*The house  
at the end  
of the road*

**EVEN** with its all-out war produc-  
tion for the United Nations the  
Celotex Corporation has not lost sight  
of the future and man's fundamental  
desire for a home of his own. Our  
business was built by people who have  
purchased our products to build and  
insulate their homes, factories, and  
office buildings.

Our production today—producing  
Celotex Building Products for con-  
structing and insulating barracks, war  
plants, hospitals, warehouses, facto-  
ries — is constantly broadening our  
knowledge and improving our manu-  
facture so we may better serve you  
when peace is won. There will be no  
let-up in quality or adaptability of  
Celotex Building Products.

Celotex products are available now  
for limited essential building and as  
shipping conditions improve they will  
be more easily obtainable. They in-  
clude roofing, insulating board,  
building board, rock wool, gypsum  
wallboard, concrete expansion joint,  
lath, plaster and acoustical products.

**CELOTEX**  
REG. U. S. PAT. OFF.

A complete line of building products for  
the construction and insulation of every  
kind of building.

**DEALER IMPRINT**

THE CELOTEX CORPORATION • CHICAGO





MADE BY THE MAKERS OF  
THE REMINGTON



AMERICA'S MOST POPULAR  
TYPEWRITER

## The Only Calculator that PRINTS

as it DIVIDES • MULTIPLIES •

ADDS and SUBTRACTS



● Right now Remington Rand is producing war materials for the United Nations. So you may not be able to buy our Automatic Printing Calculator. But we're planning for the days when American and Turkish implements of peace will flow freely back and forth across the ocean. And we want you to know about this extraordinary office machine for those days to come.

It is literally the only machine of its kind ever built. It divides automatically, multiplies electrically, multiplies constants, subtracts and adds—and in every case *prints* a complete record of each problem on tape.

Here in one compact, portable unit is a *complete* figuring machine—the calculator which insures positive *control* over all your figure-work.

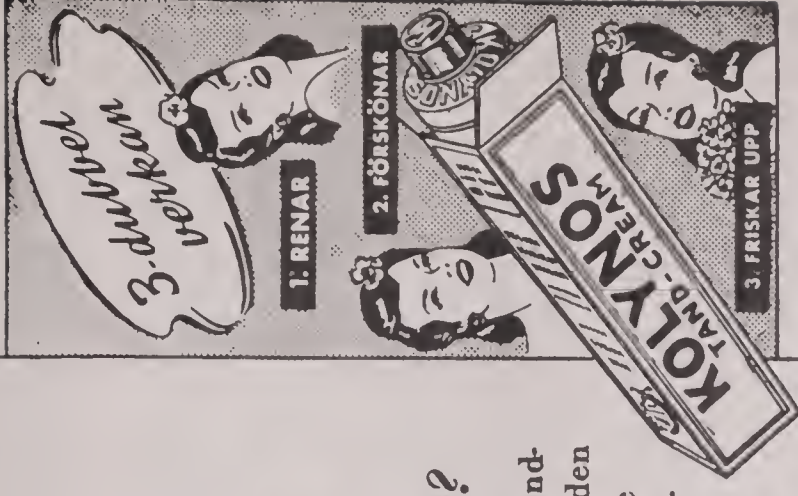
**Remington Rand**  
BUFFALO, N. Y., U. S. A.



### Var är min Kolynos?

★ Barnen gilla Kolynos' friska smak — tandcreamen med den 3-dubbla-verkan — den renar, är behaglig och friskar upp. Se till att Edra barn regelbundet använda Kolynos ... för sina tänder.

*Använd den med förtroende*



THE KOLYNOS COMPANY, 22 East 40th Street, New York, N. Y., U. S. A.

Sweden Ad No. 44-12E







## STRUCTURAL STEEL

Throughout the civilized world, steel-framed bridges, buildings and industrial plants bear witness to Bethlehem's wide experience in producing structural steel. Bethlehem makes all kinds of structural steel, including standard and wide flange structural shapes, channels and angles, as well as open-web joists.

Let Bethlehem — "one of the world's greatest producers of steel" — supply steel for your construction projects. Bethlehem produces not only structural shapes but also steel plates, pipe, sheets, reinforcing bars, and many other building products — and fabricates and erects buildings, bridges and other steel structures.

**Bethlehem Steel Export Corporation**  
25 Broadway, New York, U.S.A.



## STEEL SHEETS

The new industries of the future will have extensive need for steel sheets.

Bethlehem manufactures virtually every type of sheet steel, from galvanized roofing sheets to sheets for automobile bodies, as well as a complete line of other steel products, including structural shapes, rails, pipe, wire, wire rope, reinforcing bars, alloy steels, and tinplate.

Bethlehem is "one of the world's greatest producers of steel". Every steel product of this company is backed by the reputation of Bethlehem steel for strength, long life, and ability to do the job for which it is intended.

**Bethlehem Steel Export Corporation**

25 Broadway, New York, U.S.A.





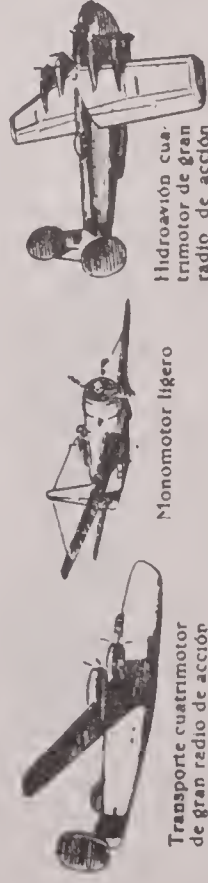


# Adaptación a las tarefas de la Paz

**S**OBRE todos los continentes de la tierra vuelan diariamente los aviones de la "Consolidated Vultee", llevando su equipo bélico.

Los Estados Unidos y las naciones que les son aliadas, utilizan estos aviones de gran radio de acción para el transporte regular de hombres y abastecimientos a lo largo de las líneas aéreas que ciñen actualmente el globo terrestre.

En el día de mañana, cuando retorne la paz, la "Consolidated Vultee Aircraft Corp", de los Estados Unidos, se propone construir aviones comerciales, que volarán sin equipo bélico, acercando las naciones del mundo al servicio del comercio pacífico y una más estrecha comunicación.



Transporte cuatrimotor de gran radio de acción

Monomotor ligero

Hidroavión cuatrimotor de gran radio de acción

## CONSOLIDATED VULTEE AIRCRAFT CORPORATION

ESTADOS UNIDOS DE AMERICA

V. Ex.<sup>a</sup> também ajudará a fazer



UM MUNDO NOVO

# VALENTE

A-pesar-de diferente, o mundo de amanhã não precisa de ser completamente desconhecido. Isto depende de V. Ex.<sup>a</sup>. Os velhos amigos lá estarão—se os quiser. Temos a certeza que quererá também a **MAIZENA DURYEA**. E' por isso que fazemos todos os possíveis para ter disponível uma nova remessa.

Se tem dificuldade em encontrar Maizena Duryea é porque este produto está contribuindo para a alimentação que os Estados Unidos estão fornecendo aos seus aliados combatentes. Mas continue a pedi-la. Na próxima vez, talvez o seu fornecedor tenha recebido uma nova remessa.

Tenha paciência. Lembre-se que a Maizena Duryea fará os molhos, sopas e pudins ricos, macios e deliciosos.

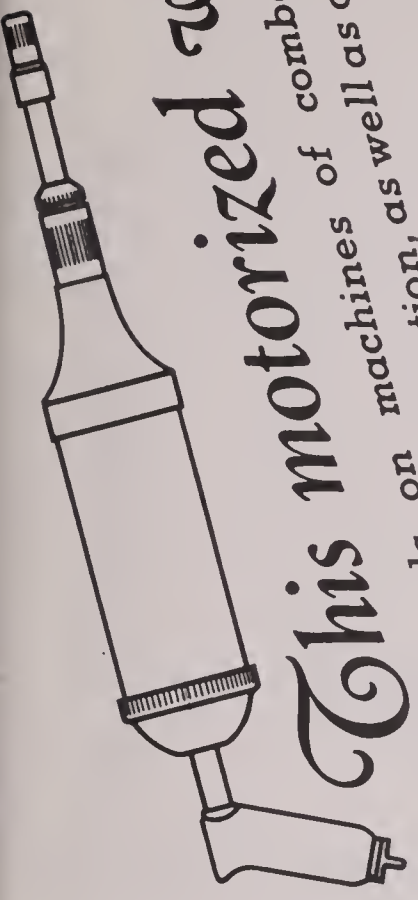


## MAIZENA DURYEA

Fabricada nos Estados Unidos da America pela Corn Products Refining Company, New York





 This motorized war depends on machines of combat, as well as on men supply, of production,

## ALEMITE Pioneer System of Pressure Lubrication

plays a vital part in the theatres of war and on the production fronts.

Genuine ALEMITE Equipment—Fittings, Hand Guns, Power Guns, Portable Service Stations are in service in far corners of the earth. On a day, possibly not too far distant, Alemite equipment will be freely available again.

## ALEMITE

Reg. U. S. Pat. Off.

*Industrial LUBRICATION*

Another Product of Stewart-Warner Corp.

1828 Diversey Parkway, Chicago, Ill., U. S. A.



منذ سنة ١٩٠٩ صينابن مهين ل. مارتن  
طائرة الأولى (الرهينة الجلاء) اشتهرت  
طائرات مارتن بالاعتماد على ٠٠ وأما  
الآن فأن مصانع مارتن الكبرى  
تعمل بصناعة الطائرات الحربية لكم  
البحرية. وعندما يعود السلام. سيبنى  
مارتن طائرات تجارية هائلة  
لترويج التجارة والفرد...

## Martin



بناء الطائرات المروحة بمشاهدة سنة ١٩٠٩

THE GLENN L. MARTIN CO. • BALTIMORE, MD., U.S.A.







## Look Forward

**T**O forward-looking men and nations hope and inspiration rise even from the ruins of war.

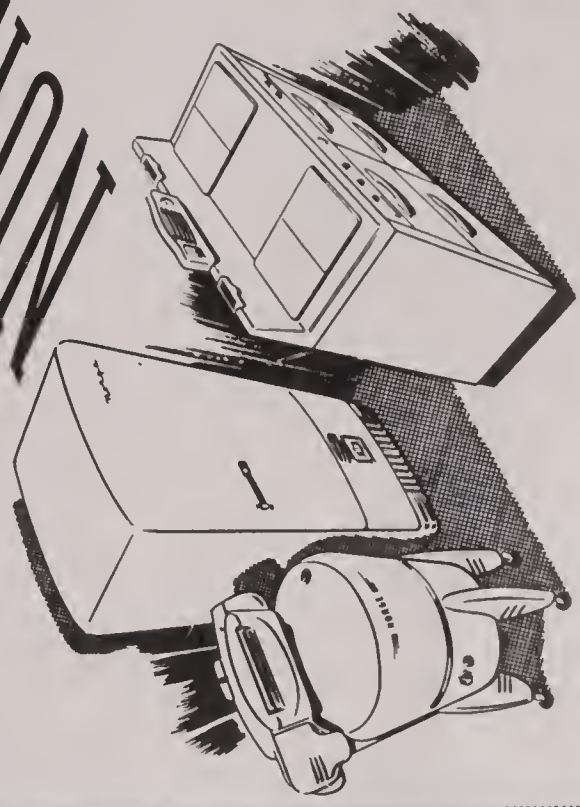
For the technical progress of years is crowded into months by wartime demands for production. And even now at Ford, engineers are adapting these tremendous new advancements for the future benefit of humanity.

When turned to peacetime uses, modern knowledge and experience, coupled with the gigantic productive machine developed by the United Nations, will be able to provide the peoples of the world with a standard of living far beyond anything heretofore dreamed possible.

FORD MOTOR COMPANY



## Take good care of your NORGE



● Helping to win this war is now Norge's first, its foremost aim . . . and your new Norge will not be forthcoming until after the smoke of battle has died away. That's why, if you are one of the fortunate individuals who owns a Norge Appliance . . . we urge you to treat it with all the consideration due such a worthy appliance.

From turning out the finest in household appliances to making precision parts in mass quantities for military and naval units is not as far a cry as one might think. In both, the Norge Standards of excellence must be met.

When peace comes, our eyes will turn from the battlefield to the home . . . our efforts will be to serve you again with the newest, finest household appliances it is possible to make.

The Norge Division of Borg-Warner Corporation, makers of Norge Appliances and Commercial Refrigeration, invites inquiries from reliable businessmen interested in knowing how to secure the coveted Norge Franchise and in learning how Norge's Post War Opportunity Plan can benefit them.

NORGE DIVISION BORG-WARNER CORP., DETROIT, MICH., U.S.A.

**NORGE**  
HOUSEHOLD APPLIANCES  
AND  
COMMERCIAL REFRIGERATION



★ A B O R G - W A R N E R I N D U S T R Y ★





ADVANTAGES OF OWI SERVICE  
TO ADVERTISERS AND AGENCIES

The advantages to an advertiser and his advertising agency in utilizing the services available to him through the Special Promotion Division of OWI Overseas are briefly:

- (1) Information service
- (2) General service
- (3) Saving in time
- (4) Saving in money
- (5) Campaign assistance
- (6) Overseas representation

(1) Information Service .

Through OWI outposts the Special Promotion Division keeps constant check by cable on publication changes, changes in rates, circulation, mechanical requirements, etc. Here an up-to-the-minute file of informational data is kept. This information is available to advertisers and their agencies at all times.

To American advertising agencies: we shall be glad to be of assistance in recommending approved associate advertising agencies abroad--in the light of our knowledge of their political and financial status.

(2) General Service

Under this heading may be listed such matters as counsel with advertisers and their agencies regarding appropriate copy; the physical transmission of campaign material to countries abroad; the handling of correspondence relative to campaigns--whether by letter or cable; the obtaining and forwarding of tear sheets and invoices; checking of insertion dates, campaign starting dates, etc.



(3) Saving in Time

Because all communication and transmission of campaign material handled under the OWI plan is either by diplomatic air or sea pouch, through Army services, or by Government cable, much time is saved over normal commercial methods. Frequently this saving in time is an important factor as the time saved is usually a matter of weeks and months rather than days or hours.

(4) Saving in Money

All correspondence, cables, shipment of materials, etc., incident to the conduct of campaigns is handled without cost to either advertiser or agency. This, as any export advertiser realizes, is a saving of no small consequence.

(5) Campaign Assistance

All campaigns are carefully checked from this end. Insertion schedules, starting dates, publications, associate agency relations, securing of financial export licenses, etc., all of these receive careful attention for the advertiser and agency.

(6) Overseas Representation

As in the conduct of a domestic campaign, an export advertising campaign frequently requires on-the-spot contact with publishers. In export advertising this may involve matters of translation, censorship, invoice payments, and the settling of an infinite number of questions involved in a campaign. In such cases our outpost representatives are on the spot in each country and glad to help in such matters.

NOTE: May we again stress the point that the Special Promotion Division of OWI Overseas renders a purely facilitating service to American advertisers and their advertising agencies. We do not function as an advertising agency, do not act as a principal in any case, enter into no contracts, and assume no obligations other than those listed above.





AMERICAN ADVERTISING VERSUS GERMAN ADVERTISING  
in  
SWEDEN, SPAIN, PORTUGAL and TURKEY

It is interesting to compare the volume and scope of current German advertising with American advertising in Sweden, Spain, Portugal and Turkey.

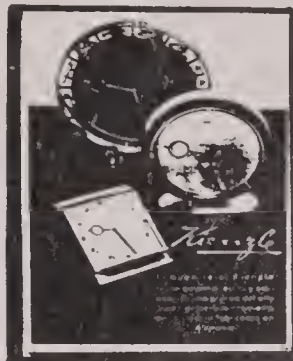
The following pages are reproductions of charts prepared in this office which are merely indicative of what the Germans are doing along this line.

In point of actual volume, Germany is out-advertising the Allies several times to one in every country. And much of this German advertising is of such a nature from a copy standpoint as to make every American manufacturer with any present or future interest in these foreign markets do some serious thinking.



# Typical German Ads

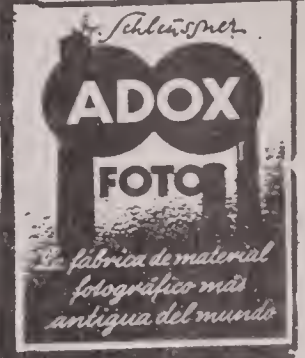
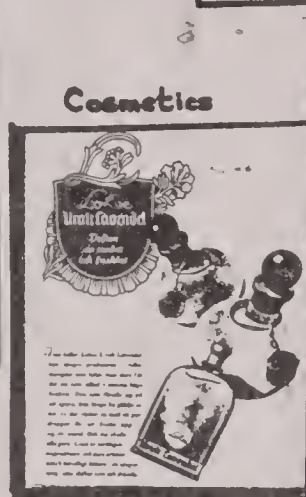
Appearing in  
Spain - Portugal - Turkey -  
Sweden



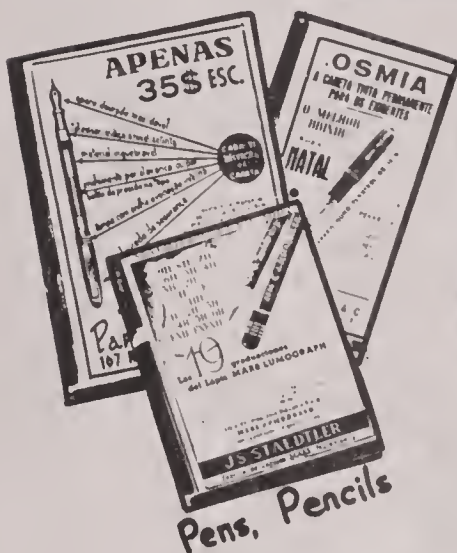
Clocks



Cameras



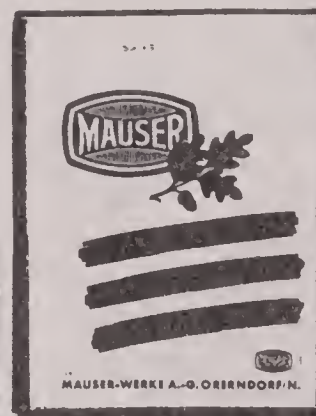
Film



Pens, Pencils



Precision Instruments



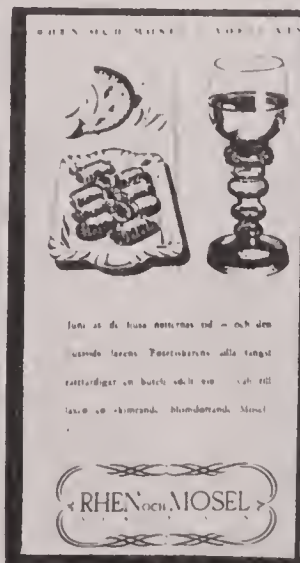
Guns



Office Equipment



Motion Picture



Wines



Heating Equipment





# DRUG Products

Typical in  
Spain - Portugal - Turkey  
Sweden

**Testoviron**  
till horm

# SYMPATOL

FOR HJARTA OCH CIRKULATION

**NORDISK MEDICIN**

# Salyrgan

# Stories

## SE VENCE CON

Uno de los mayores triunfos  
de la Química moderna

*Madaus*

**Dicen que:**

# Schwefel-D

RECEIVED



**Kaliklora**

**Togal**

**TROPON**

**TRANSPULMIN**

¡Esta es una **chance**!



Chlorodent





# GERMAN ADVERTISING OF Electrical Equipment

**SIEMENS**  
Die Haus Stromwirtschaft hat ein neues Gesicht  
der Elektro-technik

Das gesamte Hausprogramm  
SIEMENS SCHUCKERTWERKE AG BERLIN

Typical in  
Spain - Portugal - Turkey -  
Sweden

**DURAL**

DURENER METALLWERKE A.G.  
Hochdruckmetall- und Verschleißwerkzeuge  
Hochdruckmetall- und Verschleißwerkzeuge

Una visión  
luminosa

es para todo español, la mujer atendida  
con su clásica montilla, el igual que  
el consumidor de elec...

De manos  
femeninas  
españolas

OSRAM

**TUNGSRAM KRYPTON**

Elektrik Corporation  
Istanbul, Turkey

el sol de

OSRAM

OSRAM  
la lámpara  
más apreciada

OSRAM

OSRAM  
40 WATT

OSRAM

Fortsschritte der  
Ihre interessante Literatur...

PACKERLVERLAG STUTTGART B-100 (Frankfurt)

**ASKANIA-WERKE**  
BERLIN-FRIEDENAU

ASKANIA-WERKE

**RADIOLOGIE**  
röntgen-och  
röntgenrör

RADIOLOGIE AKTIENGESSELLSCHAFT - BERLIN W35

**SIEMENS**  
Aparatos automáticos de acción rápida  
para conexiones en paralelo

SIEMENS

**SIEMENS**  
Convertidores  
de soldadura

SIEMENS

**VALLINO STURM**  
MOTORES - BOMBAS  
ELECTRO-VENTILADORES

VALLINO STURM

**SIEMENS**  
La Casa Siemens...

SIEMENS

**SIEMENS**  
Protección contra maniobras erróneas

SIEMENS

**JUAN F. STURM**  
Representante de...

JUAN F. STURM

**SIEMENS**  
at beverantur på el- och strömkraften  
alla områden

SIEMENS

**Thermometal**  
Hilo y Cinto  
para  
Resistencias

Thermometal

**SIEMENS**  
Economía y seguridad  
en el servicio.

SIEMENS

**ARGUS**

ARGUS

**AEG**  
REPRESENTANTE DE:  
AEG - BERLIN  
BORSIG LOKOMOTIVWERKE  
HENNIGSDORF  
FAHRZEUGBELEUCHTUNG  
BERLIN  
LA ELECTRA INDUSTRIAL  
TARRASA.

AEG

**Thermometal**  
Hilo y Cinto  
para  
Resistencias

Thermometal

**Aceros y Metales SA**  
calle de Valencia 372  
BARCELONA

Aceros y Metales SA





# GERMAN ADVERTISING OF Machinery and Supplies

Typical in  
Spain - Portugal - Turkey -  
Sweden







# GERMAN ADVERTISING OF Radio & Radio Equipment

Una porcelana...  
Un frasco de perfume...  
Un ramo de flores...

son un buen regalo de Pascua. PERO el tiempo las hace desaparecer. las agota o los marchitan.

Un receptor  
**TELEFUNKEN**

Modelo "DEL SUR"  
Para corriente  
Plus 2.400

**TELEFUNKEN**  
CURSOR DE LA RADIO EN  
HUNKE RADIO TECHNICA BERLIN

Typical in  
Spain - Portugal - Turkey -  
Sweden



Sagan om Orion  
Verkligheten om Orion

**ORION**

SVENSKA ORION FÖRSÄLNINGEN A.B., SVANVARGATAN 14, STOCKHOLM

Markalı  
Radyo Makineleri

Her modelde ve her  
fiyatta birer

Şu yeni işaret  
Neden sizin için bu kadar  
 ehemmiyetlidir?

Astoria Çakış O markası en iyi sesli  
sesli radyo için birer aygıt, bahar,

**LA VOZ DE ALEMANIA  
PARA ESPAÑA**

Información "ALEMANIA" - Madrid, 22 - MADRID

Horario	Programa	Idioma	Emisor
6.30 - 7.00	Radio de la mañana	Español	Radio de la mañana
7.00 - 7.30	Radio de la mañana	Español	Radio de la mañana
7.30 - 8.00	Radio de la mañana	Español	Radio de la mañana
8.00 - 8.30	Radio de la mañana	Español	Radio de la mañana
8.30 - 9.00	Radio de la mañana	Español	Radio de la mañana
9.00 - 9.30	Radio de la mañana	Español	Radio de la mañana
9.30 - 10.00	Radio de la mañana	Español	Radio de la mañana
10.00 - 10.30	Radio de la mañana	Español	Radio de la mañana
10.30 - 11.00	Radio de la mañana	Español	Radio de la mañana
11.00 - 11.30	Radio de la mañana	Español	Radio de la mañana
11.30 - 12.00	Radio de la mañana	Español	Radio de la mañana
12.00 - 12.30	Radio de la mañana	Español	Radio de la mañana
12.30 - 13.00	Radio de la mañana	Español	Radio de la mañana
13.00 - 13.30	Radio de la mañana	Español	Radio de la mañana
13.30 - 14.00	Radio de la mañana	Español	Radio de la mañana
14.00 - 14.30	Radio de la mañana	Español	Radio de la mañana
14.30 - 15.00	Radio de la mañana	Español	Radio de la mañana
15.00 - 15.30	Radio de la mañana	Español	Radio de la mañana
15.30 - 16.00	Radio de la mañana	Español	Radio de la mañana
16.00 - 16.30	Radio de la mañana	Español	Radio de la mañana
16.30 - 17.00	Radio de la mañana	Español	Radio de la mañana
17.00 - 17.30	Radio de la mañana	Español	Radio de la mañana
17.30 - 18.00	Radio de la mañana	Español	Radio de la mañana
18.00 - 18.30	Radio de la mañana	Español	Radio de la mañana
18.30 - 19.00	Radio de la mañana	Español	Radio de la mañana
19.00 - 19.30	Radio de la mañana	Español	Radio de la mañana
19.30 - 20.00	Radio de la mañana	Español	Radio de la mañana
20.00 - 20.30	Radio de la mañana	Español	Radio de la mañana
20.30 - 21.00	Radio de la mañana	Español	Radio de la mañana
21.00 - 21.30	Radio de la mañana	Español	Radio de la mañana
21.30 - 22.00	Radio de la mañana	Español	Radio de la mañana
22.00 - 22.30	Radio de la mañana	Español	Radio de la mañana
22.30 - 23.00	Radio de la mañana	Español	Radio de la mañana
23.00 - 23.30	Radio de la mañana	Español	Radio de la mañana
23.30 - 24.00	Radio de la mañana	Español	Radio de la mañana

Telefunken

DEL SUR

Para corriente  
Plus 2.400

**TELEFUNKEN**  
CURSOR DE LA RADIO EN  
HUNKE RADIO TECHNICA BERLIN

SIEMENS  
RADIO

Abdurrahman İmra

REMISSIO  
RADIO

Abdurrahman İmra

DISCOPHONE

Ricardo Lemos

**ORION**

Receptor de onda de lá-  
meara absolutamente nuevo e  
de exterior porosa de son-  
do a novo modelo

**366**

Arnoldo Tróvão & C. Lda  
João Soares Martins  
Radio Para, Lda

COMPARTI  
"INT"  
PINTURAS  
NAL  
DIO ELBAO

OİÇA BEM!  
**SCHAUB**  
RADIO  
DA UMA AUDIÇÃO  
PERFEITA

Almanyanın 5 ve 7 lâmbalı  
**SIEMENS**  
RADIO PAZARIN da bulabilirsiniz

TELEFUNKEN

Modelo  
MODERNOS  
DE ALTA  
CATEGORIA

Sus  
preocupaciones  
en cansancio

Tras la lucha cotidiana desahoga-  
te cuando a la vez das de tu  
propio hogar. Regala la alegría del  
mundo con un receptor Telefunken.

**CRUZ DEL SUR  
TELEFUNKEN**

CRUZ DEL SUR 1880 anda  
Para corriente 2400 Plus 2.400

**TELEFUNKEN**

Modelo 1880 de la 1880 Plus 2.400

A ALEMANIA FALA!

PROGRAMA DAS EMISSÕES





# GERMAN ADVERTISING OF Transportation

Typical in  
Spain - Portugal - Turkey -  
Sweden



Guillermo F. Mallet

PROVEEDOR DE LOS MINISTERIOS  
DEL EJERCITO, MARINA Y AERIO

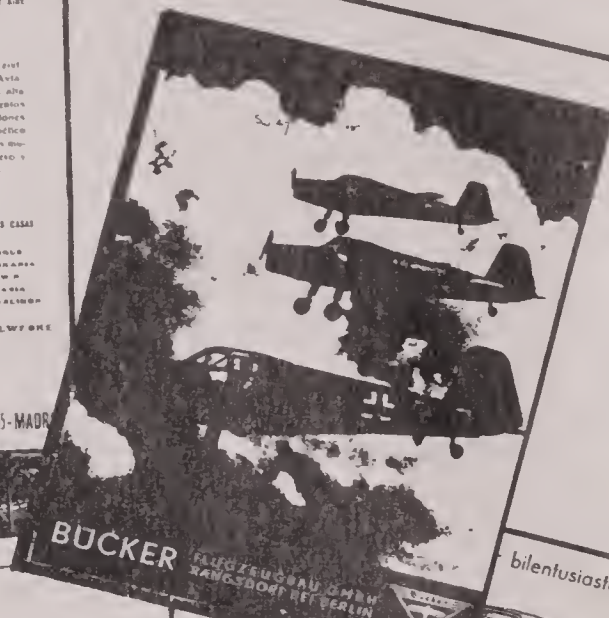
Actualiza máquinas e ins-  
trumentos de aviación. Asesoran de alta  
precisión. Instrumentos  
balísticos. Direcciones  
de tiro. Material técnico  
de todas clases y sus  
modificaciones. Material de  
guerra y sus  
modificaciones.

REPRESENTANTE DE LAS CASAS

MESSERSCHMITZ	AGOLE
BOEING	ASMANIA
LOCKHEED	M. W. M.
DOUGLAS	DOUGLAS
DOUGLAS	DOUGLAS

DOUGLAS METALLWERKE  
LETZOLD

ALARCÓN, 7-10. MADRID



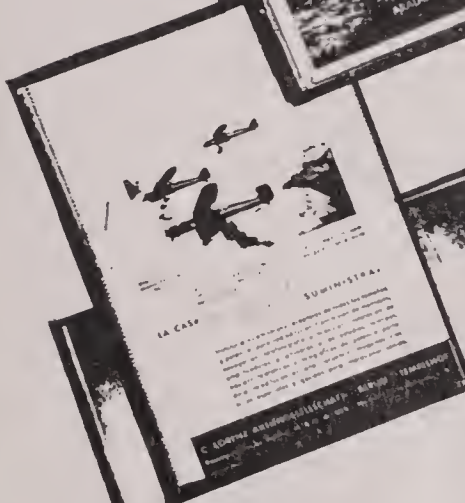
BUCKER

FLUGZEUGBAU G. M. B. H.  
LANGENBACH-REPERLIN

bilentusiasten



TYRKA SNABHET EKONOM



LA CASA

SUMINISTROS

C. ADRIAN ANDRÉS Y CA. S. A.  
CALLE DE LA VIGILANCIA, 10. MADRID

Es Usted quien dice a  
que hora hay que partir

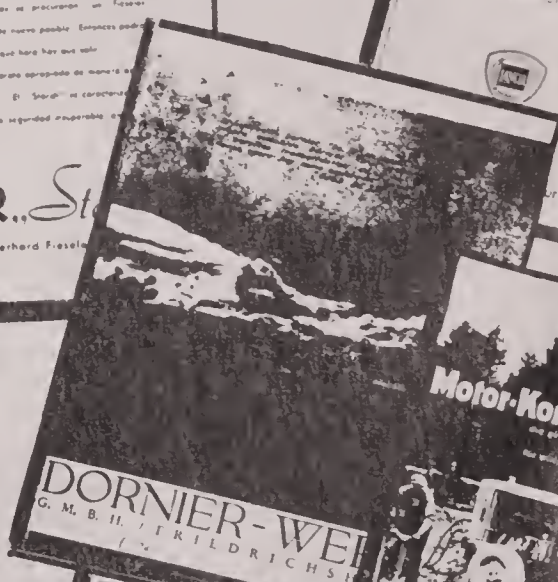
Surde a menudo que los afes de nuestros grandes empresarios por-  
tan el orden porque en el último momento surge algo inesperado.  
Por eso muchos grandes cosas se procuran un "Fieseler".  
"Storch" nos permite como sea de nuevo posible. Empresas piden.  
Usted, señor director, desea que hora hay que salir.  
El Fieseler "Storch" es un aparato apropiado de manera a  
leste para el servicio particular. El "Storch" es característico  
por muy fácil de volar y de una seguridad inigualable en  
un rendimiento extraordinario.

FIESELER, Storch

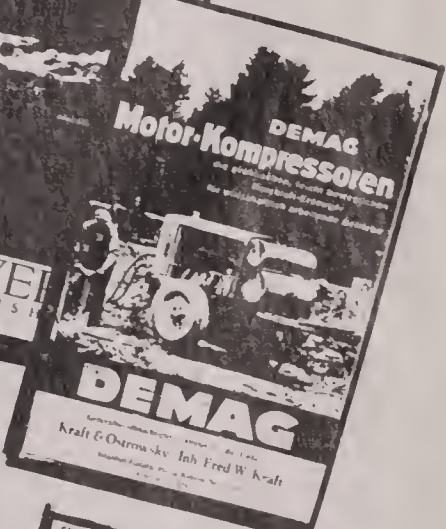
Creación de los Talleres Gerhard Fieseler



LÄNGDISTANSEFLUGBÄT  
DORNIER  
DO-26

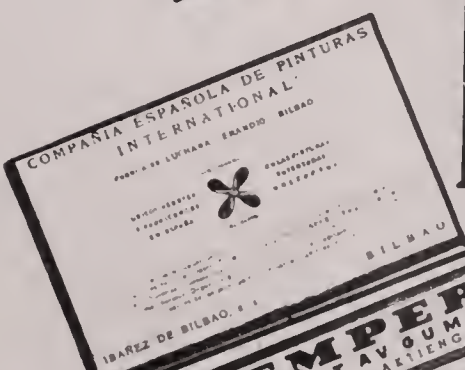


DORNIER-WEISS  
G. M. B. H. / KILDRICHSH



DEMAG  
Motor-Kompressoren

DEMAG  
Kraft & Ostromsky Inh. Fred W. Kraft



COMPANIA ESPANOLA DE PINTURAS  
INTERNACIONAL

PARIS 10. LUXEMBOURG. BRUXELLES. BILBAO

SEMPERIT

SEMPERIT GUMMIWERKE AKTIENGESELLSCHAFT WIEN



TABLESTACAS LARSEN

HÜTTENVEREIN  
DORTMUND

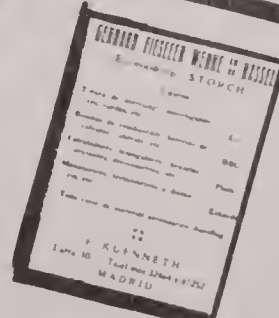


Laca única  
IKAROL

Incandescente para a conservação  
de aviação industrial de guerra  
e de tela

WARNECKE & RUMM

BERLIN 100. BERLIN 100



STORCH

STORCH

STORCH

STORCH





## WHAT APPROPRIATION?

In view of the newsprint shortage which exists in all of the countries--with the exception of Sweden--covered by this presentation, there are definite limitations as to the size of space which may be used in individual advertisements.

Generally speaking, this maximum size has been set up as seven inches on two columns for all countries except Sweden. Here any space up to full page may be used.

The list of publications with circulation, rates, etc., in each country as approved by OWI outposts and passed by U. S. State Department is on file in this office.

It is therefore merely a matter of analyzing your own company's individual setup, deciding the approximate appropriation you wish to make for each country in proportion to its size and importance as a market for you, and then laying out a campaign to meet those requirements.

NOTE: APPROPRIATIONS OF ANYWHERE FROM \$5,000 TO \$100,000 PER YEAR--DEPENDING UPON SIZE OF SPACE, FREQUENCY OF INSERTION AND MEDIA USED--CAN BE HANDLED UNDER THE OWI PLAN.

A full year campaign using complete lists of publications in all countries and seven-inch by two-column size of space for each ad will average about \$55,000. But from a propaganda standpoint, OWI is equally interested in American advertising campaigns running almost any size of space.

Once you have determined from a policy standpoint on advertising in these neutral and allied countries, we shall be pleased to work with you on schedules, space sizes, copy appeals and the general layout for your entire campaign.

Phone, write or wire

Special Promotion Division  
OWI Overseas  
250 West 57th Street  
New York 19, New York

Circle 6-4400, extension 481



APPROVED PUBLICATIONS AND RATES

in

SWEDEN

SPAIN

PORTUGAL

TURKEY

EGYPT

As recommended by Special Promotion Division,  
OVI Overseas

(NOTE: Rates quoted are latest available, but should be considered as approximate only. Because some foreign publications do not adhere to a strict standardization of rates, exact campaign costs should be estimated at time of placing. Rates quoted are gross with exception of Turkey which is net.)

July 1944





ESTIMATED CAMPAIGN COSTS

While size of space, frequency of insertion and lists of media used are matters to be decided by each individual advertiser, we list below the cost of typical campaigns in each country, using complete approved publication lists, size of space maximum 7 inches on 2 columns. Campaigns may be spread out over a 40-week period or if insertions are at the rate of one per week, campaigns may run for 20 weeks. In any case, each campaign is built and run to meet the specific requirements of the individual advertiser.

<u>Country</u>	<u>Population</u>	<u>Publications</u>	<u>Total Circulation</u>	<u>Schedule In Inches</u>	<u>Total Cost</u>
Sweden	6,284,722	12	838,078	560	\$ 15,897.70
Spain	24,000,000	10	892,000	280	12,610.67
Portugal	6,800,000	10	393,000	280	4,350.53
Turkey	14,300,000	16	131,500	400	10,510.50
Egypt	15,920,703	16	319,200	280	<u>11,464.96</u>
					\$ 53,234.36

In addition, we suggest a contingent reserve fund of \$5,000 be established to cover special magazines like Reader's Digest (foreign editions) and trade magazines like American Exporter.





# TYPICAL CAMPAIGN

## SWEDEN

6,284,722 population  
(1,571,180 families)

Publication	Circulation	Swedish Kronor Cost for 560 Inches*	Approx. Cost for 1 Inch
<u>Stockholm</u>			
Tidningen	149,400	7305.20	13.045
Dagens Nyheter	164,632	6899.28	12.32
Aftontidningen	90,000	4602.58	8.218
Morgon Tidningen	44,673	5325.76	9.51
Svenska Dagbladet	72,872	6415.12	11.455
Nya Dagligt Allehanda	41,220	5126.40	9.154
<u>Goteborg</u>			
Handelstidningens Veckoblad	65,000	4357.44	7.731
Handels-o Sjöfarts-Tidning	46,279	3538.48	6.408
Posten	44,813	3645.44	6.509
Tidningen	38,963	2734.08	5.06
<u>Malmö</u>			
Arbetet	31,317	3588.48	6.408
Sydsvenska Dagbladet	48,904	3644.48	6.865
<u>838,078</u>		<u>Sw.Kr. 57,432.74</u>	
		or \$ 13,697.70	

At exchange of 4.2385

Percentage of literacy: 98% Therefore,  
(\*There is no newsprint shortage in Sweden at present. Therefore,  
advertisers may use schedules of 560 inches to provide full coverage.)

Percentage of literate families covered: 54%



TYPICAL CAMPAIGN IN

SPAIN

24,000,000 population  
(4,000,000 families)

	<u>Publication</u>	<u>Estimated Circulation</u>	<u>Spanish Pesets. Cost for 280 Inches</u>	<u>Approximate Peseta Cost for 1 Inch</u>
<u>Madrid</u>	Ya <del>Informaciones</del>	180,000 105,000	Pts. 24,141.78 8,534.40	Pts: 86.22 30.48
<u>Barcelona</u>	La Vanguardia Espanola Noticiero Universal Diario de Barcelona	180,000 260,000 60,000	25,883.00 44,518.76 7,112.00	92.44 158.935 25.04
<u>Valencia</u>	Las Provincias	28,000	3,894.34	31.765
<u>Seville</u>	Correo de Andalucia	10,000	2,894.18	10.356
<u>Vigo</u>	El Faro de Vigo	20,000	2,623.60	10.084
<u>Coruna</u>	El Ideal Gallego	14,000	5,929.56	21.177
<u>Bilbao</u>	Gaceta del Norte	35,000 <u>892,000</u>	5,500.00 <u>Pts. 136,331.62</u>	20.00

at exchange of \$ .0925

or \$ 12,610.67

Estimated percentage of illiteracy: 43%  
Percentage of literate families covered: 39%





PORTUGAL

6,300,000 population  
(1,130,000 families)

	<u>Circulation</u>	<u>Portuguese Escudo Cost for 280 Inches</u>	<u>Approximate Escudo Cost for 1 Inch</u>
<u>Lisbon</u>			
Diario de Noticias	100,000	Esc. 17,784.45	63.515
O Seculo	30,000	15,692.15	56.043
Diario Popular	20,000	9,764.00	34.30
Diario de Lisboa	20,000	9,764.00	34.30
Jornal do Comercio	20,000	4,345.12	17.34
A Voz	15,000	6,259.40	22.355
Anglo-Portuguese News (weekly)	3,000	* 12,000.00 (10 weeks)	
<u>Oporto</u>			
Primeiro de Janeiro	70,000	14,878.50	53.137
O Comercio de Porto	40,000	14,878.50	53.137
Jornal de Noticias	25,000	14,878.50	53.137
	393,000	Esc. 120,744.62	
		or \$ 4,950.53	

At exchange of \$ .0410

\* Rate is 1200 Escudos per page

Estimated percentage of illiteracy: 54%  
Estimated percentage of literate families covered 73%





# TYPICAL CAMPAIGN IN

## TURKEY

14,300,000 population  
 (2,400,000 families)

Publication	Circulation	Turkish Pound Cost for 400 Inches* (Equal to 1000 Centimeters)	Approximate Turkish Pound Cost for 1 Inch
Istanbul		TE	TE
Turkish Daily Tanin	8,000	1,016	2.54
Aksam	16,000	1,016	2.54
Tar	10,000	1,016	2.54
Yeni Sabah	5,000	812	2.032
Vatan	5,000	812	2.032
Sartolgraf	6,000	812	2.032
Vakit	5,000	.609	1.524
Ikter	6,000	.609	1.524
**Journal d'Orient	4,000	609	1.524
La Turquie	4,000	.609	1.524
Buyuk Dogu(weekly)	11,500	1,872 (26 insertions)	4.68
Izmir			
Anadolu	5,000	812	2.032
Yeni Asir	5,000	812	2.032
Adana			
Turk Sozu	8,000	609	1.524
Yeni Adana	8,000	609	1.524
Ankara			
Ulus	25,000	1,016	2.54
	151,500	TE 15,650	

or \$10,510.50

At exchange of \$ .77

\*\*Journal d'Orient is in French language. All others in Turkish  
 \*Turkey schedule covers approximately 10 months of advertising--about three  
 insertions per month. Thirty insertions would amount to 420 inches of space.  
 It takes 2.54 centimeters to make one inch.  
 Estimated percentage of illiteracy: 80% --- of literate families covered: 27.4%.



TYPICAL CAMPAIGN IN

EGYPT

Publication	City	Approximate Circulation	Egyptian Rate Per Cm. Col.	Egyptian Rate Per Col. Inch	Egyptian Rate Per 720 Cmn
Al Ahram	Cairo	100,000	EE 0.70	EE 1.75*	EE 504.---
Al Misri	"	40,000	0.30	.76	216.---
Bourse Egyptienne	"	13,000	0.30	.76	216.---
Journal D'Egypte	"	16,000	0.20	.50	144.---
Al Mokattam	"	10,000	0.20	.50	144.---
Egyptian Mail	"	65,000	0.45	1.14	324.---
Al Balagh	"	11,000	0.10	.25	72.---
Egyptian Gazette	"	25,000	0.35	.88	252.---
Al Wafd Al Misri	"	2,000	0.15	.375	108.---
Le Progres Egyptienno	"	7,000	0.20	.50	144.---
Al Doustour	"	4,000	0.15	.375	108.---
La Patrie	"	3,500	0.10	.25	72.---
Le Journal D'Alexandrie Alexandria (formerly Bourse Egyptienne)	Alexandria	12,000	0.14	.355	100.---
Al Bassir	"	4,000	0.20	.50	144.---
La Reforme	"	5,000	0.14	.355	100.---
Journal du Commerce et de la Marine	"	1,700	0.15	.375	108.---
		319,200			EE 2,753.---

or 11,464.96

at exchange of 4.16 per Egyptian Pound (100 piastres to each pound)

It takes 2.54 centimeters to make one inch.

\*Al Ahram rate for renewals, 1.50 EE per col. inch.

All rates shown are subject to 15% agency commission.

Estimated percentage of illiteracy: 92%

Estimated percentage of literate families covered: 100%

Printed in Arabic: Al Ahram, Al Misri, Al Mokattam, Al Bassir, Al Balagh, Al Wafd Al Misri, Al Doustour

Printed in French: Bourse Egyptienne (Cairo), Journal d'Egypte, Le Journal D'Alexandrie(Alexandria),

La Reforme, Journal du Commerce et de la Marine, Le Progres Egyptienno, La Patrie.

Printed in English: Egyptian Mail, Egyptian Gazette.





## MAGAZINES IN EGYPT

Name of Magazine	When Published	Approximate Circulation	Language	Rate Per Col. Inch	Rate Per Col. Cm.	Column Width	Page Rate	Dimension of Page	Agency Discount
Reader's Digest	Monthly	100,000	Arabic	---	---	---	72.--	6 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ "	15%
Al Itnein (Rotogravure)	Weekly	55,000	"	1.00	.400	1-15/16	space unv.	10 $\frac{1}{2}$ x7-15/16	"
Al Nussewar (Rotogravure)	"	45,000	"	1.00	.400	2-1/16	"	15 $\frac{1}{2}$ x10-5/8	"
Radio El-Masri (Radio Programmes)	"	16,000	"	.375	.150	1-13/16	15,600	10 $\frac{1}{2}$ x7-3/4	20%
Alkher Saa Images (Rotogravure)	"	15,000	"	.250	.100	2-15/16	7.--	10"x7 $\frac{1}{2}$ "	25%
Rose El-Youssef	"	13,000	Arabic	.580	.200	2-15/16	3.--	10"x7 $\frac{1}{4}$ "	25%
Al Muktataf	Monthly	4,000	"	---	---	---	3.--	7-7/8x4-3/4	20%
Al Saban	Weekly	12,000	"	.175	.070	1-13/16	3.--	10x7-3/4	25%
Al Shola	"	10,000	"	.175	.070	2-3/16	6.--	10 $\frac{1}{2}$ x7-1/16	25%
Minbar al Fark	"	5,000	"	.300	.120	2-15/16	16.--	17-3/4x11-5/4	25%
Echoes Cairo Calling (Radio Programmes, topical features)	"	5,000	French	.113	.047	1-7/8	mono	---	15%
The Sphinx	"	3,000	English	.375	.150	2-6/8	space unv.	10-3/8x8-3/16	15%

For the information of advertisers and agencies who may wish data on magazines in Egypt, we list above approved publications with latest available information on rates and circulation.











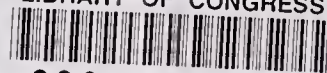








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